

Increase Ransomware Resiliency with Veritas Technologies and Pure Storage



Protect data and recover quickly from attacks with the Veritas Enterprise Data Services Platform and Pure Storage FlashBlade with SafeMode.

OVERVIEW

In today's data-driven world, the repercussions of a ransomware attack are often devastating, and research suggests the threat is only increasing. Cybercrime is expected to cause \$6 trillion in global impact by 2021, with ransomware making up a proportionally larger total share. So how can organizations enhance data protection and ensure certain recovery in the face of an attack?

Veritas and Pure Storage® share your concerns about the increasing number and sophistication of ransomware attacks. Driven by our commitment to provide a compelling, reliable solution to increase ransomware resiliency, we're proud to offer a new, Veritas NetBackup™—integrated snapshot solution with Pure FlashBlade™ SafeMode.

Boost protection with the Veritas Enterprise Data Services Platform and Pure Storage FlashBlade SafeMode snapshots

SafeMode—a built-in Pure FlashBlade™ feature—creates encryption-resistant, read-only snapshots of backup data and associated metadata catalogs. NetBackup manages and orchestrates application-consistent Pure FlashArray™ snapshots, then offloads them to a Pure FlashBlade™ where they can be secured against ransomware using SafeMode. SafeMode also includes a differentiating “human-factor authentication” step in the recovery process, helping to ensure the process is completely secure.

Combining the Veritas Enterprise Data Services Platform with FlashBlade SafeMode snapshots provides a ready means of maintaining the “3-2-1” backup strategy recommended by the U.S. Cybersecurity and Infrastructure Security Agency—three copies of data on two different media types, with one off site. Organizations can generate multiple copies of their data with SafeMode snapshots, then store an additional backup to an alternative media type such as immutable cloud or tape. (See Figure 1.) This approach to the “3-2-1” backup strategy delivers dual layers of data protection, with NetBackup Auto Image Replication (AIR) providing built-in replication features and Veritas Resiliency Platform supporting at-scale recovery in an automated, orchestrated fashion, if needed.

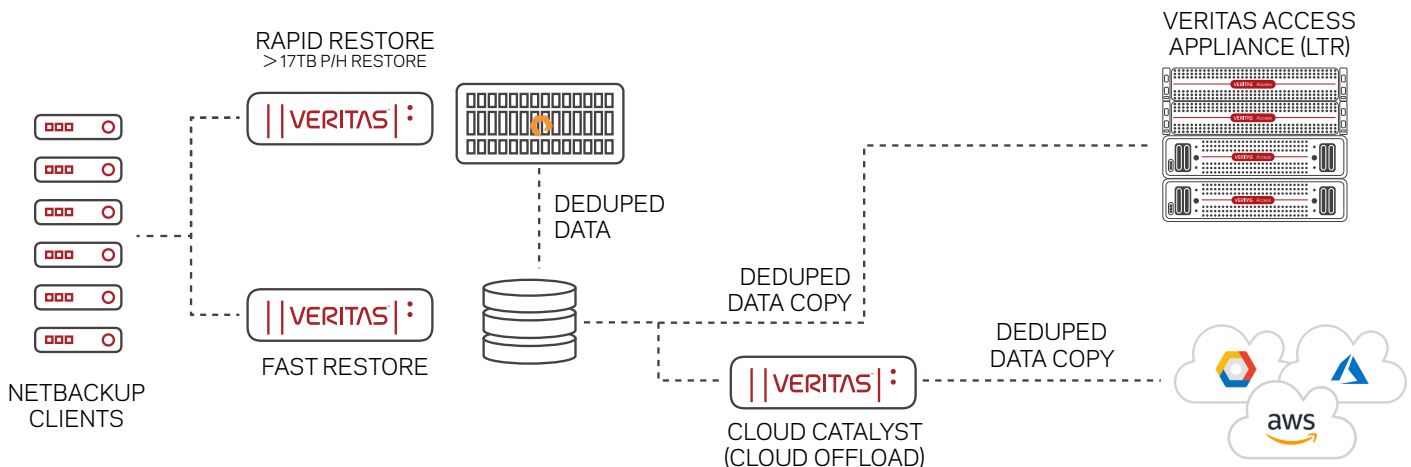


Figure 1. Enterprise-wide enablement of a “3-2-1” backup strategy with Pure Storage FlashBlade for Rapid Restore and SafeMode.

Detect and target potentially malicious activity

The first line of defense against ransomware is knowing what data you have, where it resides, who has access and who has accessed it. Pure Storage FlashArray integrates with the Veritas Enterprise Data Services Platform, including APTARE IT Analytics for improved end-to-end infrastructure awareness and Data Insight for actionable data visualization. With these Veritas tools, organizations can gain clarity on cross-system data and infrastructure information, including audit logs, file types, permissions to access and reads and writes—all in customizable, single-pane user interfaces. Drawing from these dashboards, you can be informed of potential data compromise and pinpoint snapshot timing to ensure reliable, malware-free recovery.

To restore the state of the business, restore data quickly

An effective, efficient backup strategy safeguards data against everyday hazards like natural disaster and human error, although ransomware attacks can stress protection practices and infrastructure to a breaking point. When an organization must rely most heavily on its backup and recovery strategy—the worst-case scenario—it's able to realize the true value of our joint solution: providing at-scale, orchestrated data recovery driven by NetBackup and Resiliency Platform boosted by Pure Storage FlashBlade with SafeMode snapshot copies. SafeMode snapshots add a layer of defense to NetBackup native protection, ensuring minimum downtime and maintaining resiliency.

For additional information on the partnership and valuable integrations between Veritas Technologies and Pure Storage, please visit veritas.com/partners/purestorage.



ABOUT VERITAS

Veritas Technologies is a global leader in data protection and availability. Over 50,000 enterprises—including 99 of the Fortune 100—rely on us to abstract IT complexity and simplify data management. Veritas Enterprise Data Services Platform automates the protection and orchestrates the recovery of data everywhere it lives, ensures 24/7 availability of business-critical applications, and provides enterprises with the insights they need to comply with evolving data regulations. With a reputation for reliability at scale and a deployment model to fit any need, Veritas supports more than 500 data sources and over 150 storage targets, including 60 clouds. Learn more at www.veritas.com. Follow us on Twitter at [@veritastechllc](https://twitter.com/veritastechllc).

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